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Home **(1947) Department.**

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Ms **SERIES.**

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| **G.O. No.** | 3512 |
| **Dated** | 12 9 47 |

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## [Despatch Abstract.]

Cinematographs - Films - Elimination of liquor drinking scenes - Instructions to Board of Film Censors.

GOVERNMENT OF MADRAS
Abstract.

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Cinematograph - Films - Elimination of liquor drinking scenes - Instructions to the Board of Film Censors - Issued.
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Home Department

G.O.Ms. No. 3512, dt. 12-9-47.

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READ:--

(1) Letters from the Government of Bombay, Home Department, No.2028/5-Poll., dated 31-3-1947 and 5-6-1947.

(2) Letter from the Director of Information and Publicity, No.1800/47-1(I & P) dated 8-6-1947.

(3) Letters from the Commissioner of Police, Rc.No. 1758/L/47, dated 20-5-1947 and 27-6-1947.

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ORDER:

The Government consider that in order to enforce their policy of prohibition in all its aspects, objectionable drinking scenes in cinematograph films calculated to encourage the use of any kind of intoxicating liquor should be deleted from those films. The Board of Film Censors, Madras, is therefore requested to notify all producers of films in the Province--

(1) that, in future, no such objectionable scene showing the drinking of any type of intoxicating liquor will be permitted in any film submitted for examination by the Madras Board of Film Censors; and

(2) that in all films, including those certified at any time prior to this order, such scenes should be entirely deleted.

The Board is also requested to notify all importers of foreign films in this Province that they should impress upon their respective producers the necessity of eliminating scenes of this type from all films intended to be submitted to the Madras Board of Film Censors for certification.

2. The Government also direct that films passed by other Boards of Film Censors in India and brought into this Province for public exhibition hereafter, should be examined and dealt with in the manner indicated in paragraph 1 above if they contain scenes showing the drinking of intoxicating liquor.

3. The following instructions are issued for the guidance of the Madras Board of Film Censors to decide what constitutes an objectionable 'drinking scene' in a film:-

(i) In films which are avowedly meant to propagate the idea of abstinence, drinking scenes being meant to condemn drink, should not be cut out.

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(ii) If the scenes are meant to ridicule drink, to hold it in abhorrence, to show it as poisonous, to paint the drinking habit as ungentlemanly, unhealthy or anti-social or to condemn it in various other ways, then such scenes, though they show drinking, should be allowed.

(iii) If the scenes are meant, on the other hand, to make fun of the idea of prohibition, to ridicule Government which has decided on the programme of prohibition, to induce people to become indifferent to such a programme or to encourage them to break prohibition laws or to glorify drink, to show it as a fashion or to describe it as a social custom about which there is nothing wrong, to make it popular, to point it as healthy, honourable or respectable, or to make it appear as religious, then such scenes are objectionable and should therefore be removed from all films exhibited in this Province.

(By Order of His Excellency the Governor)

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Secy. to Government.

To
The President, Board of Film Censors, Madras.
(i.e., Commissioner of Police, Madras).
All District Magistrates.
The Commissioner of Police, Madras.8.
" Inspector General of Police, Madras-4.
" Board of Revenue, Madras(Excise).
" Director of Information and Publicity.
" Chief Electrical Inspector to Government.
" Director of Fire Services.

Copy to the Government of Bombay, Home Department.
" Revenue Department.
" the South Indian Film Chamber of Commerce, Madras.

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/True copy/

R. Thiagarajan 18.11.54

Office Assistant,
Madras Record Office.

PSR. 18-xi-53.

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